BUDGET FOR ADDITIONAL TEXAS EVENTS

Sponsorship Fee	$110,000 (8 EVENTS)
Sample 6's	92,000 (614 CASES)
Sales Force Collateral	10,000 (Field Sale Wave)
Consumer Incentives	90,000 (Based on 5% OF 1,806,000 Attendance)
Promotional Materials	35,000 (Banner, Stage Signage)
TOTAL	$337,000

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Source: https://www.industrydocuments.ucsf.edu/docs/gncn0004